AMENDMENTS TO THE CLAIMS:

Please amend claims 1, 3, 10-12, 14-16, 20, 21, 24, and 25 as shown in the listing of claims below. Please cancel claims 2, 4-9, 13, 17-19, 22, 23, and 26-78 as shown in the listing of claims below. Please add new claims 79-101 as shown in the listing of claims below. Added material is shown in underlined type, and deleted material is shown in ~~strikeout~~ type or within [[double brackets]]:

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application.

1.   (Currently Amended)   A computer-implemented method for distributing ~~targeted~~ content to a content consumption device having an audio output channel and a video output channel ~~and rendering the targeted content, wherein the rendering of the targeted content occurs during rendering of preferred content~~, the method comprising:

detecting a[[n]] fast forward action performed [[on]] by the content consumption device during rendering of ~~the~~ preferred content that makes available [[a]] the audio output channel of the content consumption device by ~~performance~~ the performing of the fast forward action;

~~modifying the rendering of the preferred content and the available channel based upon the detected action;~~

selecting ~~targeted~~ audio content to be played on the content consumption device on the available audio output channel based on an automated algorithm that selects ~~the targeted~~ audio content to be played from a repository of ~~targeted~~ audio content; and

playing the selected ~~targeted~~ <u>audio</u> content on the <u>content consumption</u> device on the available <u>audio output</u> channel simultaneously with the preferred content <u>during the performing of the fast forward action</u>.

2.   (Canceled)

3.   (Currently Amended)   The method of claim [2]<u>1</u>, further comprising<u>:</u> providing a benefit to a user of the <u>content consumption</u> device in exchange for playing the ~~advertising~~ <u>selected audio</u> content.

4-9.   (Canceled)

10.   (Currently Amended)   The method of claim 1, wherein the selected ~~targeted~~ <u>audio</u> content ~~includes one of a video, a cartoon, an audio file, and~~ <u>is</u> a personal message.

11.   (Currently Amended)   The method of claim 1, further comprising: determining a preference of a user of the<u> content consumption</u> device, ~~and including~~ <u>wherein the determined user preference includes</u> at least one of a shopping preference, a show preference, a purchase history, a music preference, and a video preference; and

populating ~~a targeted content~~ <u>the</u> repository <u>of audio content</u> based upon ~~at least one of~~ the <u>determined</u> user preference ~~and the detected action~~.

12.   (Currently Amended)   The method of claim 11, further comprising<u>:</u> playing the selected ~~targeted~~ <u>audio</u> content based on the determined user preference.

13.   (Canceled)

14.   (Currently Amended)   The method of claim 1, further comprising:
providing software code in the content consumption device for causing the playing
of the selected ~~targeted~~ audio content.

15.   (Currently Amended)   The method of claim 1, further comprising:
providing software code in ~~media~~ a medium used by the content consumption
device for causing the playing of the selected ~~targeted~~ audio content.

16.   (Currently Amended)   The method of claim 1, further comprising:
transmitting a signal to the content consumption device for causing the playing of
the selected ~~targeted~~ audio content.

17-19. (Canceled)

20.   (Currently Amended)   The method of claim 1, further comprising:
~~not performing the step of playing the selected targeted content; and~~
generating a message documenting the detected fast forward action.

21.   (Currently Amended)   The method of claim 20, wherein the detected
fast forward action includes skipping of a commercial being played on the content
consumption device.

22-23. (Canceled)

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24.   (Currently Amended)   The method of claim 1, wherein the selected ~~targeted~~ audio content is <u>labeled as</u> at least one of ~~segmented and labeled~~ audio content, personalized advertisement <u>audio</u> content, and regional advertisement <u>audio</u> content.

25.   (Currently Amended)   The method of claim 1, wherein the ~~available~~ <u>audio output</u> channel is not free, and further comprising:

playing the selected ~~targeted~~ <u>audio</u> content on the <u>content consumption</u> device on a portion of the available <u>audio output</u> channel; and

playing preferred content on the <u>content consumption</u> device on a remaining portion of the available <u>audio output</u> channel ~~simultaneously with the selected targeted content~~.

26-78. (Canceled)

79.   (New)   A computer-implemented method for distributing content to a content consumption device having an audio output channel and a video output channel, the method comprising:

detecting a pause action performed by the content consumption device during rendering of preferred content that makes available the audio output channel of the content consumption device by the performing of the pause action;

selecting audio content to be played on the content consumption device on the available audio output channel based on an automated algorithm that selects audio content to be played from a repository of audio content; and

playing the selected audio content on the content consumption device on the available audio output channel simultaneously with the preferred content during the performing of the pause action.

80.   (New)   The method of claim 79, further comprising:

providing a benefit to a user of the content consumption device in exchange for playing the selected audio content.

81.   (New)   The method of claim 79, wherein the selected audio content is a personal message.

82.   (New)   The method of claim 79, further comprising:

determining a preference of a user of the content consumption device, wherein the determined user preference includes at least one of a shopping preference, a show preference, a purchase history, a music preference, and a video preference; and

populating the repository of audio content based upon the determined user preference.

83.   (New)   The method of claim 82, further comprising:

playing the selected audio content based on the determined user preference.

84.   (New)   The method of claim 79, further comprising:

providing software code in the content consumption device for causing the playing of the selected audio content.

85.   (New)   The method of claim 79, further comprising:

providing software code in a medium used by the content consumption device for causing the playing of the selected audio content.

86.   (New)   The method of claim 79, further comprising:

transmitting a signal to the content consumption device for causing the playing of the selected audio content.

87.   (New)   The method of claim 79, further comprising:

generating a message documenting the detected pause action.

88.   (New)   The method of claim 87, wherein the detected pause action includes pausing of a commercial being played on the content consumption device.

89.   (New)   The method of claim 79, further comprising:

distributing content to the content consumption device, including content that is at least one of labeled as preferred audio content, labeled as personalized advertisement audio content, and labeled as regional advertisement audio content.

90.   (New)   The method of claim 79, wherein the audio output channel is not free, and further comprising:

playing the selected audio content on the content consumption device on a portion of the available audio output channel; and

playing preferred content on the content consumption device on a remaining portion of the available audio output channel.

91.   (New)   A computer-implemented method for distributing content to a content consumption device having an audio output channel and a video output channel, the method comprising:

detecting a radio mode action performed by the content consumption device during rendering of preferred content that makes available the video output channel of the content consumption device by the performing of the radio mode action;

selecting video content to be played on the content consumption device on the available video output channel based on an automated algorithm that selects video content to be played from a repository of video content; and

playing the selected video content on the content consumption device on the available video output channel simultaneously with the preferred content during the performing of the radio mode action.

92.   (New)   The method of claim 91, further comprising:

providing a benefit to a user of the content consumption device in exchange for playing the selected video content.

93.   (New)   The method of claim 91, wherein the selected video content is a personal message.

94.   (New)   The method of claim 91, further comprising:

determining a preference of a user of the content consumption device, wherein the determined user preference includes at least one of a shopping preference, a show preference, a purchase history, a music preference, and a video preference; and

populating the repository of video content based upon the determined user preference.

95.   (New)   The method of claim 91, further comprising:

playing the selected video content based on the determined user preference.

96.   (New)   The method of claim 94, further comprising:

providing software code in the content consumption device for causing the playing

of the selected video content.

97.   (New)   The method of claim 91, further comprising:

providing software code in a medium used by the content consumption device for

causing the playing of the selected video content.

98.   (New)   The method of claim 91, further comprising:

 transmitting a signal to the content consumption device for causing the playing of

the selected video content.

99.   (New)   The method of claim 91, further comprising:

generating a message documenting the detected radio mode action.

100.   (New)   The method of claim 91, further comprising:

distributing content to the content consumption device, including content that is at

least one of labeled as preferred video content, labeled as personalized advertisement

video content, and labeled as regional advertisement video content.

101.   (New)   The method of claim 91, wherein the video output channel is

not free, and further comprising:

playing the selected video content on the content consumption device on a portion

of the available video output channel; and

playing preferred content on the content consumption device on a remaining

portion of the available video output channel.